Knorr Farm-to-Fork: a real case of food quality and traceability for consumer engagement
1. ScanTrust intro
2. Unilever business background
3. Project implementation
4. Live demonstration
5. Operations & Launch
6. Results & learnings
ScanTrust Introduction

- Headquartered in Lausanne, Switzerland
- Branch offices in Shanghai, Singapore, Bangkok, Kiev, and Amsterdam
- Active codes in over 70 countries; global delivery capability & project rollout experience with Fortune 500 customer base
CHALLENGE #1
Establishing End-to-End visibility and transparency along the supply chain

CHALLENGE #2
Interacting with end customer at or after product point-of-sale

CHALLENGE #3
Preventing Counterfeits
How The Secure Graphic Works

ScanTrust developed the world's first Copy-Proof Serialized QR codes.

Secure Graphic + QR Code = ScanTrust Secure QR Code

Each attempt to reproduce the original results in information loss. Only a print of the ‘Original’ Digital File will be recognized as authentic.

DIGITAL FILE
100% Information/quality

ORIGIINAL PRINT
60% Information/quality

PHOTO COPY
30% Information/quality

(US Patent No. 9594993 B2)
1. Digitize Packaging
   - Patented secure QR code
   - Other packaging identifiers

2. Mobile Web Pages & Apps
   - ScanTrust app
   - 3rd party scanning apps
   - Direct End-user engagement

3. Online Platform
   - Collect and visualize data
   - Reporting
   - Open API

4. Blockchain Connector
   - Immutable supply chain data
   - Trust & Transparency

"Product Digitalization"
ScanTrust Secure Digitalization
PICO 2.0
authentic flavor
protected by Blockchain
Content

1. Business background
2. Project PICO 2 and Why Blockchain
1. Business background
2. Project PICO 2 and Why Blockchain
3. Blockchain Demo
Our challenge and opportunity

What is our next BIG THING?
1. Business background
2. Project PICO 2 and Why Blockchain
3. Blockchain Demo
A closer look to the winning Pico 2 concept

“Knorr is made from STM that was carefully selected from clean pork farms for superior taste”

Win the Mind
Concept appealed to non-buyers

Win the Mouth
Concept elevated to better taste perception
Opportunity: Build trust and transparency around our Clean pork farm standard

**Food Safety & Credibility** is the top concern and keeps on increasing

- Nielsen’s Social listening in VN

**Clean pork farm** is the key take-aways from Non-brand buyers

- PICO2 concept test
It’s inline with the new Super trend “Real Honest and Authentic” which is emerging and shaping the future of Foods

“Knorr is made from STM that was carefully selected from clean pork farms”
The HOW

New Proposition & TVC
Knorr’s superior taste can be trusted as it’s made from S5M that comes from selected clean pork farms

New Smart Packaging
Smart Packaging that allowed consumers to trace the origin of our higher standard pork farms

Superior Product
Knorr currently wins significantly vs Ajingon across key attributes
Supply Chain Snapshot

- Pork Farms (2)
- Meat processors (2)
- Production (1)
- Consumers (96M)

Farm details
- Farm certifications

Lot numbers
- Shipments details
- Processing dates

Batch numbers
- Mixing details
- Processing dates

Food provenance history stored in a blockchain
Value Add?

Why use Blockchain?

- **Data Governance**: Protect supplier’s data; comfortable to share and collaborate for traceability
- Plan to scale, more suppliers, actors
- **Consumer trust and data immutability**: Blockchain is part of the full approach to build consumer trust
- Auditable internal traceability
Technical Implementation

- Unique ID management
- Consumer facing engagement
- Interoperable SaaS Platform

+  

- Built for Supply Chain Scalability
- Designed for Enterprise
- Global Community
Launch Phase Architecture

1. Application interface
   - Dashboards for various actors to enter data

2. Consumer interface
   - QR codes on physical products
   - Re-direction of consumer to landing pages

3. Private blockchain
   - Hyperledger Sawtooth

4. ScanTrust back-end
   - Code management and scan tracking

5. External system integration
   - Integration production system
Data Upload Connector

The CSV header must contain the following columns:
- Batch Number
- Supplier Lot Number 1
- Supplier Lot Number 2
- Mixing Time

Please use commas (,) as the delimiter in your CSV file.
Knorr
Hạt Nêm
Thịt Thăn, Xương Ông & Tủy
Từ nguồn thịt TỰ & NGON*
Packaging Production

Standard press...built for speed...

...digital printer for unique QR codes
Activation & Association
Digital & Cross Category

Thịt chuẩn Sạch Trọn vị Ngon

Cậu lạc bộ Unilever VIP “An lành sống khỏe”

Knorr
Lipton
Moving Forward

- Strong co-innovation push towards transparency

- Live project with real consumers
  - How to achieve speed at scale: potentially billions of codes
  - Testing and planning for architecture improvements in enterprise environment
Thank You!

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